



National Lighting Partner Meeting
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Showrooms



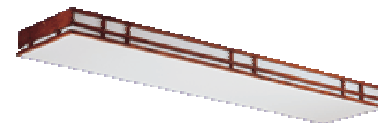
- Lighting showrooms focus on a front door approach to consumers, but for volume and profits many rely on the back door sales to production builders.
- Because lighting is their sole source of income, they often have the most knowledgeable sales force.
- The lighting showroom has the unique opportunity to display and demonstrate ENERGY STAR qualified fans and fixtures to the builder.



Electrical Distributors



- The electrical distributors focus on a back door approach, supplying the builder or builder's contractor with everything from the panel box, to the outlets and switches.
- Lighting is not their highest priority, but many see it as a source for additional sales and profits.
- Some have their own retail showrooms, or builder showrooms.
- The electrical distributor often has the "ear" of the builder or builder's contractor and therefore the opportunity to present new ideas.



New Construction Business



- Some New Construction Business is based on price:
 - Projects are sent out to bid
 - Sales people solicit new business based on price
 - These situations limit the opportunities for ENERGY STAR unless it is specified or incentives are available to offset price differences.
 - This is where the utilities and government partners have an opportunity to influence the market.
 - Even when price is the dominant motivator, the ability to offer a builder a way to distinguish themselves in a market can result in higher dollar sales for the showroom or distributor.



New Construction Business



- Some New Construction Business is based on relationships:
 - The showroom or distributor has a relationship with the builder or builder's contractor and is able to present new products, new ideas, or opportunities for "upgrades."
 - The sophisticated supplier can do this on their own, while others need the help of manufacturers or their rep agencies.
 - By working with these suppliers, manufacturers and utilities can form a powerful and successful partnership to promote and sell ENERGY STAR fixtures and the Advanced Lighting Package.

Keys To Success

- The successful showrooms and electrical distributors have some, or all, of these elements in common:
 - Large selection and stock of products for the builder to choose from
 - Displays in their showroom or builder showroom to show and demonstrate the product to the builder
 - Knowledgeable salespeople to explain the products and benefits
 - Complete program including:
 - Incentives to promote the sale of ENERGY STAR products
 - Model home displaying ENERGY STAR products
 - Hang tags identifying ENERGY STAR products



Value of the Showrooms and Electrical Distributors to ENERGY STAR



1. They are the link between the manufacturer and the builder
2. They stand to gain financially from the sale of ENERGY STAR products
3. They often have the ear of the builder or builder's contractor
4. They can show and demonstrate the product
5. If properly trained, they can explain the benefits of the product, the profit for the builder, and the value to the home buyer